

ABSTRACT

The acceleration of digitalization demands PT. Telkom Indonesia to continuously innovate, including in managing virtual events. The Innovation Day program has become a platform for sharing knowledge through live streaming, aimed at enhancing the competencies of employees and the public. However, a decline in viewership in 2024 prompted a reevaluation of the event's strategies. This study identifies the visual content creator's role in supporting the smooth execution of the live streaming episode themed "Work Smarter, Not Harder: Setting Healthy Workplace Boundaries." Visual content creators hold significant responsibilities in technical management using applications such as Vmix, integrating event management theory (Goldblatt, 2014) to ensure broadcast quality. This study contributes to the literature on virtual event management and serves as a practical guide for similar event organizers.

Keywords: Virtual events, Innovation Day, event management, live streaming, visual content creator